



NOAA in NC

National Oceanic and Atmospheric Administration
serving the needs of North Carolina





Objectives Today

- Inform team leads of local partnership (matrix) efforts
- Welcome advice on our local efforts
- Suggest ways to improve access & communications from NC to HQ
- Offer model for “One NOAA” campaign in other states





“NOAA in NC” Purpose

Innovation+Collaboration=Success



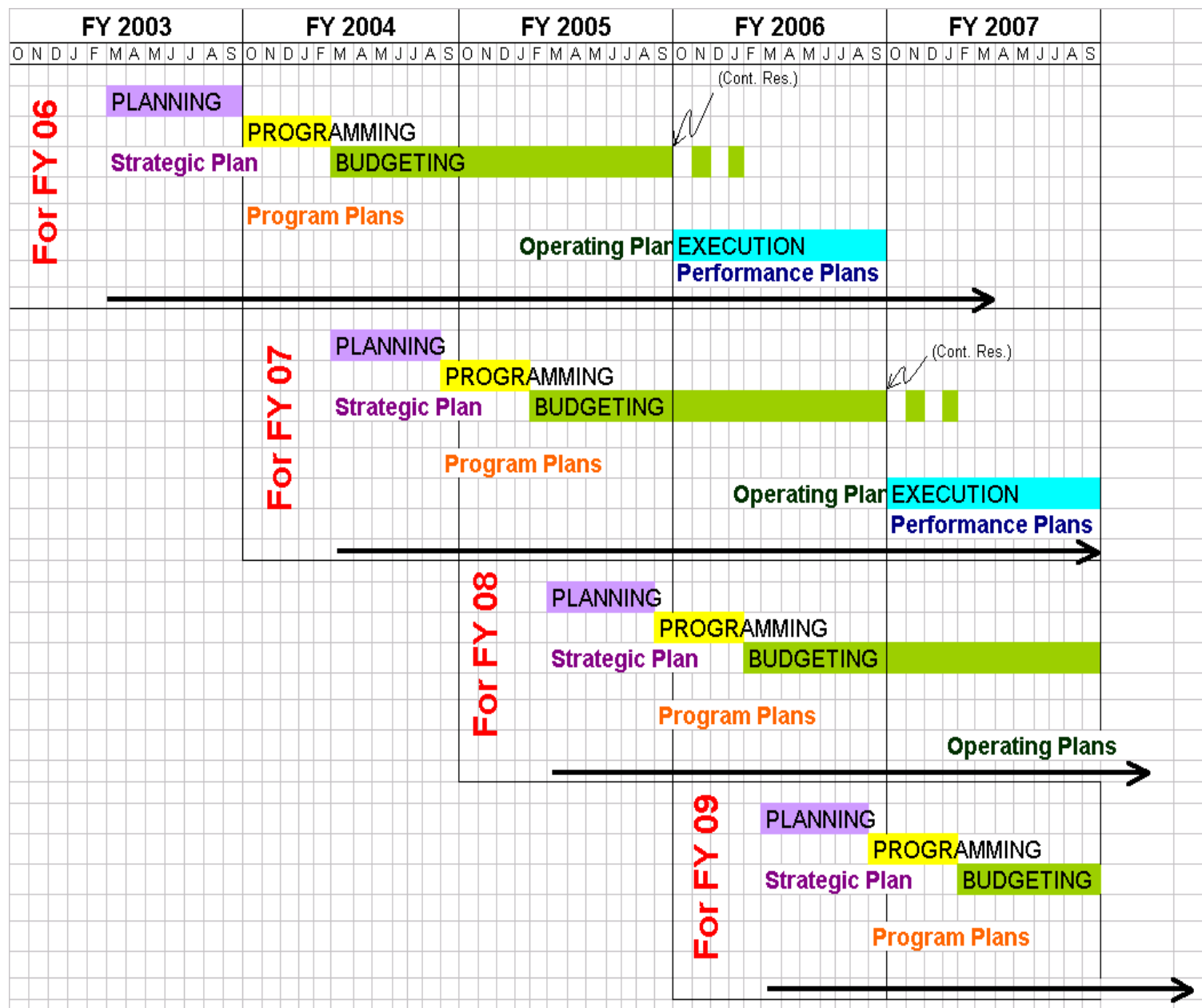
- NOAA’s matrix management approach...”One NOAA”
- Explore ways to work more efficiently and enhance NOAA service to state and nation.

“Collaboration and partnerships are no longer lofty goals. They are an economic reality to save time and money -- and avoid duplication of efforts.”- R. Hodson





PPBES Process





2004 Workshop

Participants (26)– cross-L.O. including:

NOAA Undersea Research at UNCWn; NC Sea Grant – Raleigh; NOAA Coastal Services Center; NWS (RAH, ILM, MHX, AKQ, RNK, GSP, MRX); NCCOS Beaufort; NCDC Asheville; NC Division of Coastal Management – Raleigh; NC National Estuarine Research Reserve

Goals:

- Improve NOAA service to the public
- Generate new resources via leveraging and new ideas
- Improve outreach, communications, and partnerships between NOAA elements in North Carolina

Agenda

- Plenary—J. Payne, CSC, current NOAA PPBES process
- Example Partnership Activity Reports
- Breakout group discussions

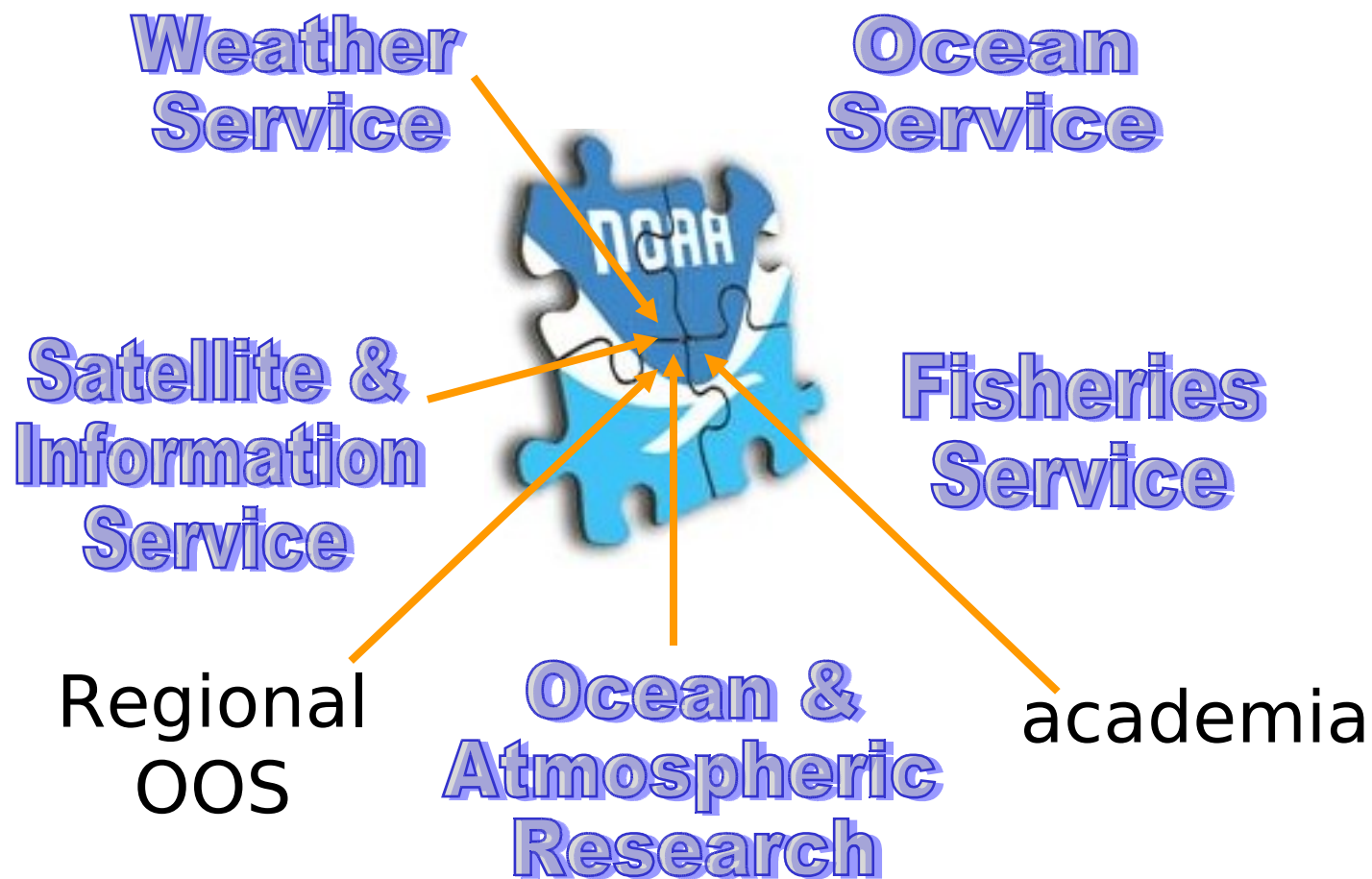
Expected Outcomes:

- New potential partnerships
- Inventory of partnership projects in NC
- Mechanisms to improve outreach
- Next steps for sustaining meeting goals





Power of One. . .





Existing Partnerships: *Weather, Ocean Observing and Prediction System for NC*

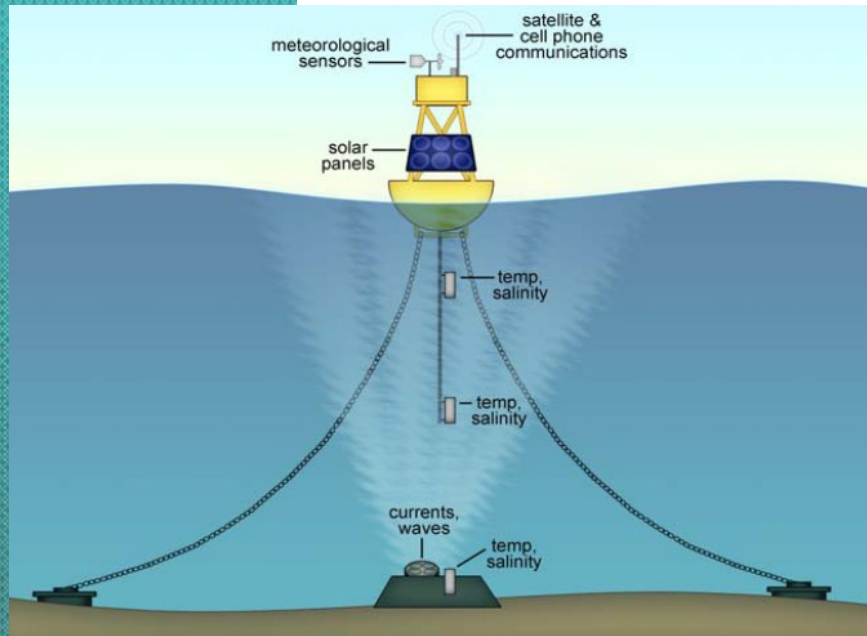
Objective: to improve integration of atmospheric and ocean observing programs

Partners: SEACOOS, NDBC, NWS, NC Sea Grant

NOAA Relevancy: Outreach and education/Weather and Water Goals

Products/Outcomes: QA/QCed real-time met/ocean data and products

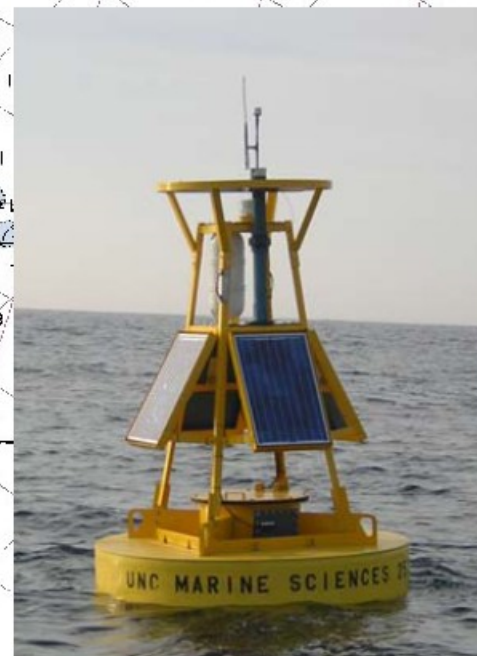
Outreach: Live data updates available to public via SEACOOS (www.seacoos.org), Newport/Morehead City NWS (www.erh.noaa.gov/er/mhx/), and NDBC's dial-a-buoy line.





Lookout Buoy Variables

- Iridium satellite/cell phone comms
- Meteorological sensors (wind speed & direction, air temperature & humidity, long/ short wave solar radiation, barometric pressure and precipitation)
- Water temperature & salinity (near surface, mid-depth and near seafloor)
- Current speed & direction throughout water column
- Wave height, period and direction
- Argos, satellite-based tracking system,
- Batteries and solar charging system

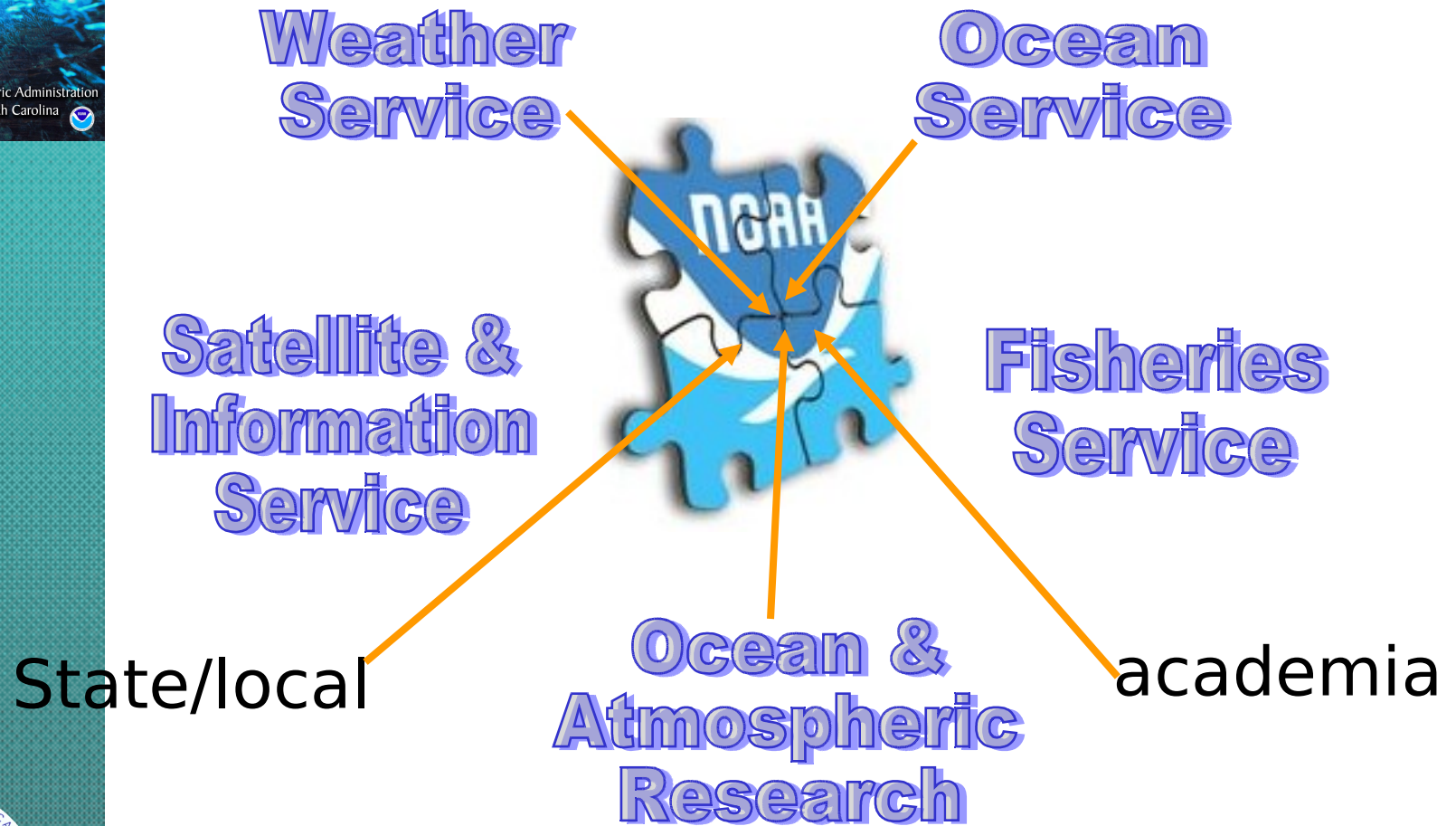


Lookout Shoals Research Buoy
34-20-38 N
76-25-12 W





Power of One. . .





Existing Partnerships: NOAA-USLA Rip Current Safety Campaign

Objective: Promote public safety through awareness of rip currents

Partners: since 1970s--NC Sea Grant, NWS (ILM,MHX,AKQ), NOS CSC HQ, US Lifesaving Association, NC Beach Communities

NOAA Relevancy: Outreach and education/Weather and Water Goals

Products/Outcomes: model integrating shore-face geology with weather/wave/tide conditions to predict likelihood of rip currents at various locations

Outreach: National Task Force, "Break the Grip of Rip" campaign (<http://www.ripcurrents.noaa.gov>)



United States Lifesaving Association



Morning Star

Number 287 ★ Wednesday, September 13, 2000

Wilmington, N.C.

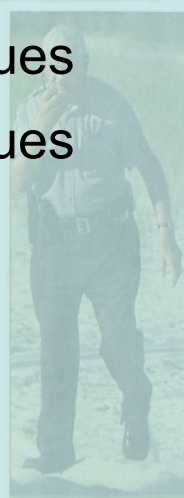
50¢ Home delivery 36¢

80% of all rescues result of rip currents:

- 2003 – 17,716 rip current rescues
- 2002 – 20,890 rip current rescues
- 2001 – 25,565 rip current rescues

Estimated fatalities per year in U.S.:

- 206 - Heat
- 127 - Flooding
- **100 - Rip Currents**
- 73 - Lightning
- 68 - Tornado
- 16 - Hurricane



Carolina Beach Police Cpl. Adrian Perseghin, above, escorts the wife of Jamie Frazier of Durham, who was lost in the surf Tuesday afternoon at Kure Beach. At left, rescue and law enforcement officials gather at Kure Beach during the search for Mr. Frazier.

Staff photos / MARK COURTNEY

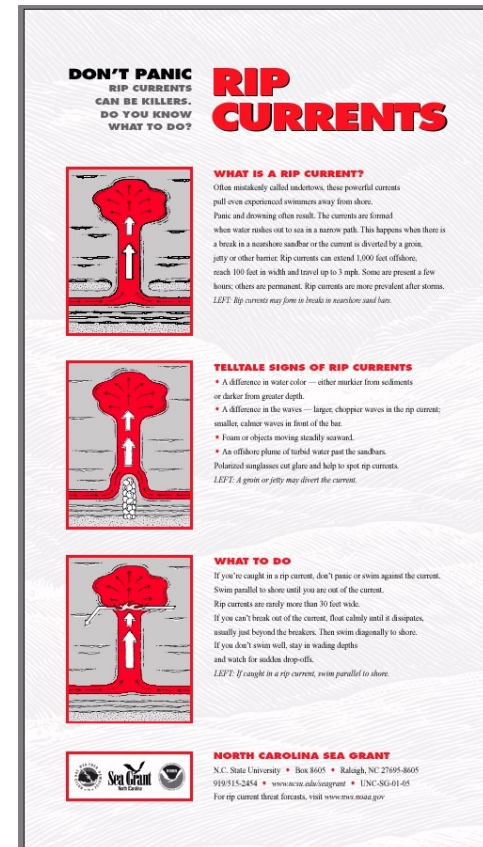
3rd victim missing amid heavy surf





Grip of the Rip

- Sea Grant & NWS work with beach communities, e.g., New Hanover County RCAST (Rip Current Safety Awareness Team) and Outer Banks officials
- RCAST Project offers links to other safety issues, e.g., UV/skin cancer, lightning
- Sea Grant's *Coastwatch*, Spring 2005-- Wilmington NWS prototype waterspout forecast





Next Steps

Steering Committee Prioritization of NOAA in NC efforts/proposals-- criteria:

Cost: 1 = >\$10k, 2 = < \$10k, 3 = no new \$;

Timing: 1 = longer multi-year effort; 2 = short term (<1 year); 3 = already done

Scope: 1 = 2 or fewer partners, 2 = 3, 3 = >3 partners

Relevance: 1 = relevant to one NOAA goal, 2 = 2 NOAA goals, 3 = 3 goals or more

Weight: Measure of national importance/impact based on most current NOAA goals.

Highest ranks serve as focus for outreach efforts and research initiatives.





Project Prioritization

Title	Cost	Timing	Scope	Relev.	Weight	Score
Research Projects:						
Climate and Fisheries Production	1	1	3	2	2	9
Integration of maps with other NOAA data and services	1	2	3	3	3	12
Atmospheric Deposition and Weather	1	1	3	1	2	8
NC Water Hazmat Response	1	1	3	2	2	9
Community-based Monitoring of Invasive Species	1	1	3	2	3	10
NERRs and Beaufort NOAA Fisheries Lab	1	3	3	2	1	10
Beach Safety – rip currents, hazardous marine life, UV, health, safety, water quality	1	3	3	2	3	12
Weather, ocean observing, and prediction system for NC	1	2	3	3	3	12





Project Prioritization

Title	Cost	Timing	Relev.	Weight	Score
OUTREACH EFFORTS:					
<i>Meetings:</i>					
Partner meetings	2	1	2	2	10
Annual gathering	1	2	3	3	12
Ad hoc briefings	2	2	3	3	13
External meetings	2	1	2	1	9
<i>Mass Media:</i>					
TV/radio	1	2	1	3	10
Web site	2	1	3	3	12
Contacts List	3	1	3	2	12
News letter	2	2	2	1	10
<i>Materials:</i>					
DVD	2	1	3	1	10
News column	2	1	3	1	11
Exhibit	1	1	3	2	10
Brochure/poster	2	3	3	3	14
Powerpoint ppt	3	3	3	2	14





Execution of the Admiral's "One NOAA" Vision takes place at the grass roots every day. NOAA in NC bridges the gap between grass roots and NOAA visionaries.





NOAA in NC in all 50 states?



NOAA In Your State and Territory

NOAA Office of Legislative Affairs

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